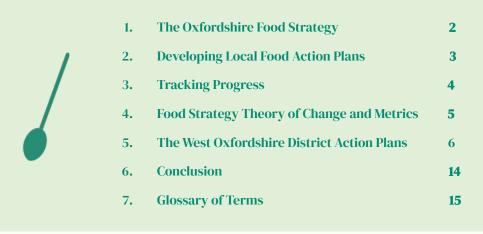


West Oxfordshire Food Action Plan





Contents













The Oxfordshire Food Strategy sets out a vision where everyone in Oxfordshire can enjoy the healthy and sustainable food they need every day.

Ambitions to achieve this vision



Five priority areas for action

Tackle food poverty and diet-related ill-health

Build vibrant food communities with the capacity and skills to enjoy food together

Grow the local good food economy through enterprise, local jobs, local wealth generation

Strengthen short, transparent local food supply

Improve the health and sustainability of institutional catering

2. Developing local Food Action Plans

A critical part of implementing this strategy has been the development of local Food Action Plans for each district, to ensure that the Food Strategy reflects local priorities and reflects the unique nature of the City and each of the Districts. These have been led by the Food Action Working Groups (FAWGs) which include representatives from across the food system.

This document presents the Food Action Plan for West Oxfordshire, however there are additional actions which sit at county-level and are therefore included in the Oxfordshire county-level plan.

This food action plan is a multi stakeholder plan, with a range of organisations taking responsibility for action. Through this 'collective action' approach we can achieve more, working collaboratively towards a vision for a better food system for West Oxfordshire.





Food Action Working Groups include representatives from across the local food system

3. Tracking progress

The plan identifies initial actions spanning 2024 – 2027. The plans have been developed following a Theory of Change to ensure that the actions will deliver the intended outcomes and impacts.

Throughout this period, we will review progress against targets and metrics and refine the actions recognising that the issues we face are complex and happen within a context in which action owners do not always control external factors.

We will take an iterative learning approach both to actions and metrics and whilst maintaining the integrity of our ambitions, be pragmatic about the most effective way to achieve these.



The plans have been underpinned by the Food Strategy Theory of Change and Metrics Everyone in Oxfordshire can enjoy the healthy and sustainable food that they need everyday

Impacts	Outcomes	Outputs	Oxfordshire-wide activities to achieve these	SDGs
People are healthier and health and wellbeing disparities between areas reduce as a result of better diets	Fewer people experience food poverty and diet-related ill-health and levels of food poverty/diet related ill-health are less severe	Incidence and severity of food insecurity as measured by the PPFI*reduces. The disparity between areas reduces Incidence (new cases) and prevalence (total number) of diet-related ill-health conditions reduces. The disparity between areas reduces	Cash and in-kind support targeted at people experiencing food insecurity e.g., community larders, foodbanks, sharing schemes Healthy eating support available in priority areas e.g., cooking and growing programmes Planning and business support for affordable healthy options in local shops in priority areas Promote existing schemes to improve uptake e.g., Healthy Start, HAF	No Poverty Good Health and Wellbeing Reduced inequality
Community connection and cohesion are supported through a vibrant food culture	Oxfordshire is home to vibrant food communities where the growing, preparation, celebration and enjoyment of good food is central to community life	Communities access cooking and growing opportunities tailored to local needs and preferences More community volunteering linked to food Communities celebrate and enjoy food together through events, festivals and campaigns	Support for communities and individuals to find, set up and run cooking activities and growing spaces. Sharing of volunteering opportunities across a wide range of networks Sharing of food-related events and campaigns and support for communities to engage with these	Good Health and Wellbeing Sustainable Cities and Communities
Better jobs, livelihoods and places supported by the Good Food Economy	Local good food economy contributes more value to Oxfordshire - measured by economic, health, social, and environmental metrics	More people are employed in locally owned food businesses More food businesses pay wages that are reflective of local living costs	Anchor institutions use their procurement power to support local food enterprises Planning and economy teams support local food enterprises including social enterprises	Decent work and economic growth No poverty Reduced inequality
The food that we produce and consume has less negative impact on the planet, and supports local livelihoods	Sustainable farming practices, a circular economy and local food resilience are supported via short, transparent local food supply chains	More sustainably produced food is produced, bought and consumed locally	Support for and investment in infrastructure for local sustainable producers and short local supply chains Anchor institutions commit to procurement via short local supply chains	Decent work and economic growth Responsible production and consumption Life on Land; Climate Action
Institutions lead the way using their buying power to support healthy and sustainable production and consumption that is accessible to more people and becomes the 'norm'	More people can access healthy and sustainable food through institutional catering benefitting health, the planet and the local economy	More institutions serve healthy and sustainable food and measure their progress e.g., via accreditation schemes More institutions support the local food economy	Institutions set and achieve sustainability targets around food	Good Health and Wellbeing Responsible production and consumption

4. The West Oxfordshire Food Action Plan



In West Oxfordshire the FAWG have met on 8 occasions to debate priorities, and develop, refine and test the local action plan. 12 FAWG members represent a wider range of stakeholders including Witney and West Oxfordshire Food Bank, Oxford Food Hub, Cornerstone, North East Cotswolds Farming Cluster, Abingdon and Witney College, Chippy Larder, West Oxfordshire District Council and Good Food Oxfordshire.

Alongside monthly FAWG meetings, members consulted with a wider group of 29 community stakeholders at the West Oxfordshire Food Summit event.

For the purposes of this plan we have only included primary lead and support organisations involved in the development of these plans, however the named lead and support organisations for each action may be working with a range of delivery partners.

The delivery partners will further refine the Action Plan and reflect on how each action benefits climate and biodiversity.





Priority Area: Tackle food poverty and diet-related ill-health

- Fewer people experience food poverty and diet-related ill-health Levels of food poverty and diet-related ill-health are less severe



Activity	Output	Outcome	Metric	Organisation/Group
Work with community partners to scope a cooking project based on community needs Build case studies drawing on the successes/ learnings to replicate and expand.	Identification of best practices, curriculum and resources that can be replicated and expanded to other communities.	CFNs can more easily replicate and roll out cooking interventions based on best practice organisations.	Year 1: baseline number of people using cooking interventions and set year 2 and 3 targets.	Lead: WODC Support: Community Food network
Work collaboratively with CFNs and frontline health teams to increase the uptake of Healthy Start vouchers across the district.	Quarterly Healthy start uptake figures.	Eligible children have better access to fruit, vegetables, dairy and vitamins	Year 1: 75% uptake - increase uptake and better understand demand and uptake hot spots in West Oxfordshire Year 2/3: Build on Year 1 and set uptake targets	Lead: WODC (Community Wellbeing) and OCC Public Health Support: Community Food Network; GFO
Test 'Good Food Schools' and in partnership with Public Health School Food Officer identify and engage schools working with target communities that have capacity and interest in undertaking food growing activities on site (or in partnership with nearby sites), assess support needs and barriers to establishing growing sites.	List of potential 'Good Food Schools' 'growing' schools, plan and recommendation to implement food growing programme.	Schools engaged and committed to a 'whole school approach' to healthy and sustainable food growing; recognition of the value of this approach growing for children.	Year 1: baseline number of schools and set year 2 and 3 targets.	Lead: WODC (Community Wellbeing) with OCC Public Health

Priority Area: Build vibrant food communities with the capacity and skills to enjoy food together

- Stronger communities through sharing and participation in food-related activities
- More people can access knowledge and skills to support growing, cooking and better nutrition People have better options to eat healthy and sustainable food

• People have better options to eat healthy and sustainable 1000				
Activity	Output	Outcome	Metric	Organisation/Group
Mapping growing spaces			_	
Map all potential growing spaces, including available allotment spaces, and unused space which could be utilised for growing. Engage town and parish councils in this through identification of local green space in Neighbourhood Plans and Local Design Statements, including identification of Local Green Spaces. Work in collaboration with other groups and emerging mapping projects.	Baseline understanding of existing and potential growing spaces. Stakeholder map of all organisations involved in mapping activities e.g., NE Cotswold Farming Cluster, Land App, Digital Commons.	More people can access growing and gleaning opportunities in their local area. More people understand and appreciate locally grown food and the value of sustainable food production.	Year 1: size, use-type and location of available growing spaces in the district mapped.	Lead: WODC (Planning Policy, Climate and Community Wellbeing) Support: GFO
Promoting cooking, growing, food sharing and J	food celebration opportunities			
Expand the GFO food support map to include cooking activities, community kitchens and spaces, growing spaces, veg box schemes, neighbourhood surplus schemes.	Online map of food-related activities and facilities in West Oxfordshire. Signposting materials, platforms and events share and promote the map	More people can access cooking, growing, and food sharing and celebration activities	Year 1: 30 West Oxfordshire activities and facilities mapped, and shared. 5 gleaning or surplus sharing events held and promoted	Lead: GFO Support: WODC
Promote and share map, directories, campaigns and and events e.g., village fairs, 'gleaning opportunities, sharing shelves, Pumpkin Festival with partner organisations and other platforms to reach a wider audience.	Campaign to promote surplus sharing and gleaning opportunities. Campaign on wider costs of food linked to environment and health outcomes.	More people informed on where to forage and glean fresh produce	Set year 2 and 3 targets. Year 1: Number of people engaged/numbers of sign ups to run events. Set year 2 and 3 targets (increase from baseline)	
Create good practice case studies on gleaning, cooking with surplus, and community connections. Start with Cornerstone and Chippy Larder as examples of excellence.	Good practice case studies (Chippy Larder for gleaning and relationships with private landowners; Cornerstone for community connections)	More people accessing surplus food. Reduction in food waste	Year 1: establish baseline and set targets for years 2 and 3 Year 2: achieve targets and review year 3 targets Year 3: achieve targets	Lead: GFO Support: Cornerstone, Chippy Larder

Priority Area: Grow the local good food economy through enterprise, local jobs, local wealth generation

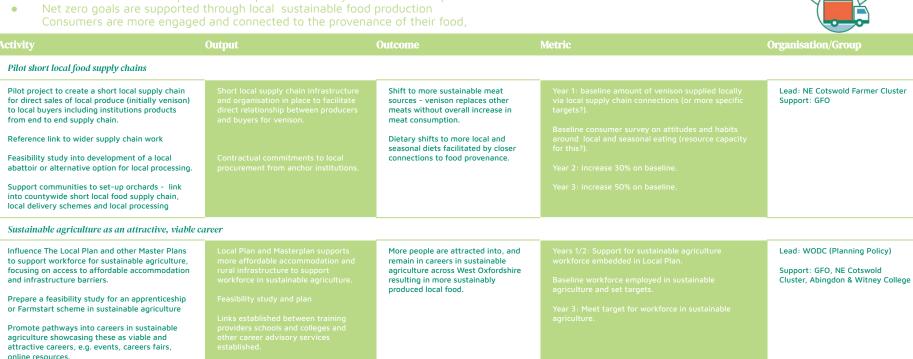
- More locally owned food enterprises flourish
- People working in food-related organisations have decent livelihoods



Activity	Output	Outcome	Metric	Organisation/Group		
Support and promotion for healthy and sustaina	Support and promotion for healthy and sustainable food, farming and hospitality enterprises					
Expand and promote the GFO directory and map of where to buy local, seasonal and sustainable food.	GFO Directory expanded and map shared more widely.	Increased demand for local produce via brand connection to provenance	Year 1,2,3: 5 West Oxfordshire Good Food and Farming businesses added to map each year	Lead: GFO		
Networking and peer learning for food and farmi	ning businesses					
Connect West Oxon producers with countywide peer to peer networking events for small scale sustainable food, farming and hospitality businesses Strengthen connections between existing local networks, emerging new networks and wider national networks (NE Cotswold Cluster, GFO, A&W College, Cotswold and National Landscape), and wider networks (e.g., Oxford Cambridge ARC) to capitalise on synergies and address gaps.	Peer network of farmers and growers strengthened.	Increased connection, knowledge sharing and peer support within farming / growing communities in district.	Year 1: 5 West Oxfordshire food and farming businesses attend 2 GFO linked events Year 2: additional 5 join. Year 3: additional 10 join.	Lead: GFO Support: NE Cotswold Farmer Cluster, Abingdon and Witney College		

Priority Area: Strengthen short, transparent local food supply chains

• More sustainable food is produced and processed locally for local consumption



Priority Area: Improve the health and sustainability of institutional catering

- More people have access to healthy and sustainable food via local institutions The local food economy is supported by institutional procurement Institutions climate and sustainability targets a



Activity	Output	Outcome	Metric	Organisation/Group	
Children have more access to healthy and sustainable food in schools					
Lead the way as a test and learn 'Good Food School' exemplar embedding sustainable growing, cooking, eating and food education as part of the whole school experience and disseminate learning to support a group of partner schools Use learnings from pilot project to support more schools to engage	Showcase 'Good Food School' Materials to support other schools	Best practice identified and more schools can improve their food offer, engagement and education	Year 1: growing space at Burford school up and running and produce is used in school cooking and eating activities; healthy and sustainable food embedded in the curriculum; Site visits to Burford from 5 local schools to start engagement Year 2: Support materials shared with other 2 other schools who start their 'Good Food School' journey Year 3: 2 further schools start journey	Lead: WODC (Community Wellbeing) with Burford School, Abingdon and Witney College and Chippy Larder	
Support institutional settings (schools, nurseries, leisure centres, parks) to participate in campaigns such as Eat Them to Defeat Them, Sugar Smart, and potential accreditation schemes such as Food for Life or equivalent.	Year on year increase in the number of children involved in good food campaigns	More children eat and enjoy healthy and sustainable food.	Year 1 - 2 schools Year 2 - 4 schools Year 3 - 6 schools	Lead: GFO	

5. Conclusion

Good Food Oxfordshire would like to recognise the huge commitment of each FAWG member; their experience and contributions were essential to the development of this plan. The actions contained in this plan set out a roadmap for how we will continue working together on food systems change across West Oxfordshire, and the metrics determine how we will review and monitor progress.

The process of working collaboratively and iteratively, and across sectors, has been instrumental in bringing a wealth of voices and experiences together. The Food Action Working Group engaged with a wider stakeholder group to share draft plans and test our thinking with those engaged in the food system, to ensure a wider variety of voices are reflected.

We hope this plan will catalyse the incredible work of all the many organisations who are working to change the food system across Oxfordshire. We look forward to continue to work with all the lead organisations including West Oxfordshire District Council to deliver these actions and help achieve the vision set out in the Oxfordshire Food Strategy; for everyone in Oxfordshire to enjoy the healthy and sustainable food they need everyday.



Glossary of terms

Term	Definition	Source	Food system	All elements and activities that relate to production, processing, distribution, preparation and consumption of food.	EAT-Lancet_Commi ssion_Summary_Re port.pdf (eatforum.org)
Accredited Living Wage Schemes	Promote liveable earnings for all workers recognising cost of living. Schemes and rates for 2023 include: The Oxford Living Wage (£11.35/hour); Living Wage foundation (£10.90 outside of London); National Living Wage (£10.43)		Healthy Eating/ Diets	A healthy diet is the right amount and variety of different foods that provide all the calories (energy) and nutrients to meet the particular needs of your body. This will allow it to grow and develop normally during childhood, and to maintain normal function in adulthood, so as to reach old age with minimal disease and disability.	
Community Food Services	Refers to all services providing free or subsidised food support to communities in Oxfordshire. These include Community Larders, Fridges, Foodbanks, Cafes and meal delivery services	https://goodfoodoxford.org/food-support/commu nity-food-services-map/		[IARC] Consuming a healthy diet throughout the life-course helps to prevent mainutrition in all its forms as well as a range of noncommunicable diseases (NCDs) and conditions. The exact make-up of a diversified, balanced and healthy diet will vary depending on individual characteristics (e.g. age, gender, lifestyle and degree of physical activity), cultural context, locally available foods and dietary customs. However, the basic principles of what constitutes a healthy diet remain the same, (WHO): eat plenty of whole grains, pulses, vegetables and fruits; limit	
Community Wealth Building	Community wealth building is a new people-centred approach to local economic development, which redirects wealth back into the local economy, and places control and benefits	https://cles.org.uk/community-wealth-building/w hat-is-community-wealth-building/#:-:text=Com munity%20wealth%20building%20is%20a%20new %20people-centred%20approach,and%20benefits %20into%20the%20hands%20of%20local%20peo		high-calorie foods (foods high in sugar or fat)and avoid sugary drinks; avoid processed meat, and limit red meat and foods high in salt. [IARC]	
Emergency Food Services	into the hands of local people Emergency food services include food banks that provide food support to those experiencing acute		Healthy Start (HS)	Healthy Start provides support to to buy healthy food like fruit and vegetables and unsweetened dairy products to people who are more than 10 weeks pregnant or have a child under 4. Free vitamins are also provided. Eligibility is linked to certain benefits. If under 18 and pregnant you are eligible regardless of benefit status.	Get help to buy food and milk (Healthy Start)
Services	or chronic food insecurity. Reference to emergency food services does not include community larders or fridges which provide more affordable food options and help to reduce food waste		Holiday Activity and Food Programme (HAF)	The Holiday Activities and Food programme (HAF) is a Department for Education funded programme that provides free holiday clubs for Reception to year 11 pupils in receipt of benefits-related free school meals. The camps will take place across Oxfordshire over the long summer, winter and spring holidays.	https://coordinate.c loud/haf-oxfordshir e-county-council/
Food security/ insecurity	When all people, at all times, have physical and economic access to sufficient, safe, and nutritious food that meets their dietary needs and food preferences for an active and healthy life. Food insecurity exists when people do not have adequate physical, social or economic access to food as defined above	World Food Summit in 1996, FAO, Trade reforms and food security, Conceptualizing the Linkages, 2003, Chapter 2. Food security: concepts and measurement. https://www.fao.org/3/y4671e/y4671e06.htm	Local food	An equitable and meaningful definition of local food should consider both where food is produced and how it is produced. It should prioritise business practices that share power and wealth more equally, and ensure that local communities growing and producing food experience a fairer and more sustainable food system. Supporting local food doesn't necessarily mean buying what is produced closest to you, but sourcing in a way which builds wealth, power and resources within communities. Food zones can be a helpful way to think about how urban areas can plan where their food comes from.	https://www.sustai nweb.oro/climatech ange/making_the_c ase_for_local_food/
Food Supply Chain	The food supply chain consists of the activities and actors that take food from production to consumption and to the disposal of its waste. The steps of the food supply chain include: production; storage and distribution: processing and packaging; retail and markets. At each step, food supply chains involve many large- to small-scale actors, both public and private, that	HLPE. 2017. Nutrition and food systems. A report by the High Level Panel of Experts on Food Security and Nutrition of the Committee on World	Food zones	Food zones aim to show what we could be eating, how it should be produced and where it might come from, if we are to meet the challenges of climate change and resource depletion and make our food and farming system fit for the future. The percentage figures are there to stimulate and inspire – they're not specific targets in the sense that we have proved it is possible to meet them. They are, however, based roughly on what has been achieved in best practice examples.	https://growingcom munitles.org/food-z ones
	are influenced by biophysical and environmental; innovation, technology and infrastructure; political and economic; socio-cultural; and demographic drivers drivers. The decisions made by one group of actors at one stage of the chain have implications for the others.	Food Security, Rome Priority Places for Food Index		The Priority Places for Food Index is a composite index formed of data compiled across seven different dimensions relating to food insecurity for England, Scotland, Wales, and Northern Ireland. Its goal is to identify neighbourhoods that are most vulnerable to increases in the cost of living and which have a lack of accessibility to cheap, healthy, and sustainable sources of food.	https://priorityplace sforfood.which.co.u k/

Micro, Small and Medium Enterprise	The UK government definition of SMEs encompasses micro (less than 10 employees and an annual turnover under €2 million), small (less than 50 employees and an annual turnover under €10 million) and medium-sized (less than 250 employees and an annual turnover under €50 million) businesses.	
Regenerative agriculture	Regenerative agriculture is an approach to food and farming systems that aims to reverse climate change by rebuilding soil organic matter and soil biodiversity 12. It also focuses on enhancing ecosystem services, improving the water cycle, and increasing resilience to climate change 13. Regenerative agriculture is not a specific practice, but a combination of various sustainable techniques that respect farmer wisdom, indigenous knowledge, modern research, and adaptive learning 134. Regenerative agriculture is based on outcomes and takes advantage of the natural tendencies of ecosystems to regenerate when disturbed 45.	https://regenerationinternational.org/20 17/02/24/what-is-regenerative-agricult ure/ https://regenerativeagriculturefoundatio n.org/about/what-is-regenerative-agric ulture/ https://www.overstorvalliance.org/librar y/regenerative-agriculture/ https://www.csuchico.edu/regenerative agriculture/ra101-section/ra101-definitio ns.shtml
Sustainable Agriculture	Sustainable agriculture must nurture healthy ecosystems and support the sustainable management of land, water and natural resources, while ensuring food security. To be sustainable, agriculture must meet the needs of present and future generations for its products and services, while ensuring profitability, environmental health and social and economic equity. [FAO]	FAQ
Sustainable Eating/Diets	Sustainable diets are those with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy; while optimizing natural and human resources. [FAO]	[FAO]
Sustainable Food	Sustainable food: refers to the food produced and consumed through sustainable processes minimizing the impact on the use of resources and on the environment.	FEAST

Sustainable Healthy Diets	"Sustainable healthy diets: Sustainable Healthy Diets are dietary patterns that promote all dimensions of individuals' health and wellbeing; have low environmental pressure and impact; are accessible, affordable, safe and equitable; and are culturally acceptable (FAO WHO, 2019).	
Ultra Processed Food	Ultra-processed foods usually contain ingredients that you wouldn't add when cooking homemade food. They most likely have many added ingredients such as sugar, salt, fat, and artificial colors or preservatives. You may not recognise the names of these ingredients as many will be chemicals, colourings, sweeteners and preservatives. Ultra-processed foods are made mostly from substances extracted from foods, such as fats, starches, added sugars, and hydrogenated fats. Examples of these foods are frozen meals, soft drinks, hot dogs and cold cuts, fast food, packaged cookies, cakes, and salty snacks.	
Vulnerable Groups	Dependent on the context these groups may include children, pregnant or lactating women, indigenous communities, elderly population, people with lower socio-economic status based on education levels and/or income, and people living in remote areas. Conceptually, vulnerable groups can be characterized as those with high risk and low resilience. With regard to food, vulnerable groups can be divided in three groups: 1) People that don't have access to food (both, no access to food at all and no access to healthy food) 2) People that do have access to food, but not enough knowledge or skills to eat healthy and sustainable food 3) People that do have access to food and enough knowledge and skills but don't make healthy choices In this definition, vulnerability is more open and it is not only related to pay [except the first group], dimensions of individuals' health and wellbeing; have low environmental pressure and impet; are accessible, affordable, safe and equilable; and are	Adapted from FEAST Wiki. https://www.sciencedirect.com/science/article/abs/pli/SO301421515202445 Source: Interview with Dirk Masquillier, director of SAAMO Vlaams-Brabant
	culturally acceptable (FAO WHO, 2019).	

















Witney & West













